



# 12<sup>th</sup> ANNIVERSARY

**ANNOUNCING SPRING GARDEN VALUES, BARGAINS  
and BONUSES to MY CUSTOMERS...OLD and NEW**

Hello Again,



Recently I got to checking my calendar and found that I have been doing business with many of you for 12 years. If it were possible to line up all the carloads of merchandise I have sent to my customers during that time, they would probably stretch out of sight. Where the time goes is always a problem but in looking back over the past 12 years, I am more than grateful for your support without which I couldn't be sending this letter.



The first few years were a bit rugged, I must admit, because I was determined to stick with my original plan when setting up this organization - low priced garden merchandise within the reach of everyone without sacrificing quality. Often the market prices went up after my advertising and mailings were out. But we just pulled in the belt another notch and delivered everything at the advertised listings. Fortunately, our customer list kept growing and our business is now at peak volume -- over 5,000,000 customers in the United States and Canada.

IF I DIDN'T  
MENTION  
THIS WORD  
BEFORE  
IT'S ABOUT  
TIME!

So, many thanks for your orders and support. My aim will always be to supply quality garden merchandise at the lowest prices possible to the complete satisfaction of all my customers. So let's get started on the next 12 years and give you advance information on the wonderful offers I have for you this Spring.

HERE'S THE  
MAIN POINT  
OF THIS  
LETTER

Savings to you is of number one importance because I want to continue to do business with you and I know there are hundreds of other sources where you can purchase garden stock. So it's good business for me and money in the bank for you when you take advantage of these Spring values -- often saving 60% and more.



Because you are one of my customers, you get first choice of a wide assortment of spring planting stock at remarkable savings. I always make it a point to notify my customers in advance telling them about current offers. This is done long before we advertise to the general public -- thus assuring you of the quantity of quality merchandise that you need.

TURN OVER PLEASE





I'SPOSE  
YOU THOUGHT  
I CAME ONLY  
ONCE A YEAR!



I've got to stop giving this stuff away pretty soon before my good wife catches on. But here's one I can't pass up - AN EXTRA SPECIAL BONUS for every customer whose order totals \$7.00 or more! Yes, in addition to other bonuses, if you order \$7.00 or more in merchandise, you will receive 100 (that's right - 100) ANEMONE BULBS -- a regular \$1.98 value -- FREE of extra cost. These Anemone, often called Windflowers, produce a wide range of color and are ideal for borders and rock gardens. A wonderful finishing touch to any garden and a truly remarkable offer since they cost you not one penny extra. Remember, 100 Anemone bulbs are included in this extra SURPRISE BONUS COUPON OFFER!

Our services are constantly being streamlined and modernized for your better satisfaction. Better shipping facilities - our own cold storage area to keep stock in perfect condition - even the Government helps by putting its own man in the postal substation right in our own plant so that packages go right into the mail bags and on the train to avoid any delay. Orders come in and go out promptly - provided it's the proper planting time in your section of the country.



All stock is inspected by Departments of Agriculture. Imported bulbs are also certified by Government officials in the country of origin. Thus you are assured of healthy plants and bulbs always.

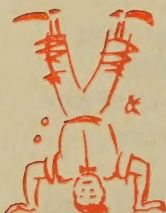
They say the proof of the pudding is in the eating. Well, I'm not selling pudding and I wouldn't recommend that you eat my bulbs and plants but I do say that you can mail your order in the confidence that I will always do my best to make your garden the finest, the most colorful and most beautiful in your neighborhood - and always at sensible prices.

Remember please (and I'm really serious about this) stocks are necessarily limited and I wouldn't want any of my old customers disappointed this season. Many items will be impossible to replace once the supply is exhausted so don't miss out - mail your coupons today. When your order arrives at the proper time for planting pay postman amount of order plus C.O.D. postage. And don't forget to cash in on the BONUSSES.

THE  
END

Sincerely yours,

*Fruit Loring*  
PRESIDENT



P.S. In case you're a new gardener and wouldn't know which end is up after you receive your order I will send you simple planting and "caring" Instructions with every item ordered. No need to be an expert -- only a desire for a beautiful garden at the lowest possible prices is all that's required.



*Exquisite*

# IMPORTED BEGONIAS

*from Belgium*

**10  
BULBS** **NOW ONLY**  
**\$1.69**

**UNSURPASSED FOR  
CAMELLIA-LIKE BEAUTY!**

Here is your chance to get bulbs imported from Belgium, the Begonia center of the world, at an unheard-of low price! These healthy bulbs will produce low growing plants, 6-8 inches tall, with large leaves and huge camellia-like blossoms in truly exquisite mixed colors. Yes, midsummer beauties in red, yellow, white, pink, orange, scarlet and salmon. They make ideal plants for pots and window boxes, and are unexcelled for shady borders in the garden. Can be started in pots in late winter or planted outdoors after weather is settled. Very easy to plant—no burying—top of bulb should show above the surface of the ground. Order now! SEND NO MONEY. Pay \$1.69 plus postage on arrival for these 10 IMPORTED Begonia Bulbs. Guarantee of Satisfaction.

**MICHIGAN BULB COMPANY, Grand Rapids, Michigan**

**Sensational  
Bargain**

**OFFER GOOD ONLY  
WHILE SUPPLY LASTS**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





# **BIG FULL** *Michigan* **CHRYSANTHEMUMS**



**10** PLANTS **FOR** **\$1.69**  
**NOW YOURS** **ONLY**

These giant plants should produce 1000 beautiful blooms! Glorify your garden with the same lovely flower that has attracted gardeners everywhere. Enjoy the showy Chrysanthemum blossoms for that delightful fragrance as well as their brilliant colors and long-keeping qualities. Needing little care, the Chrysanthemum is easy to grow and is sure to become an important part of your landscaping scheme. Order now at this low, low price of 10 assorted colors and varieties for only \$1.69. **SEND NO MONEY.** Pay postman just \$1.69 plus C.O.D. postage on arrival for this great Chrysanthemum buy! Guarantee of Satisfaction.

**MICHIGAN BULB CO., Grand Rapids 2, Michigan**

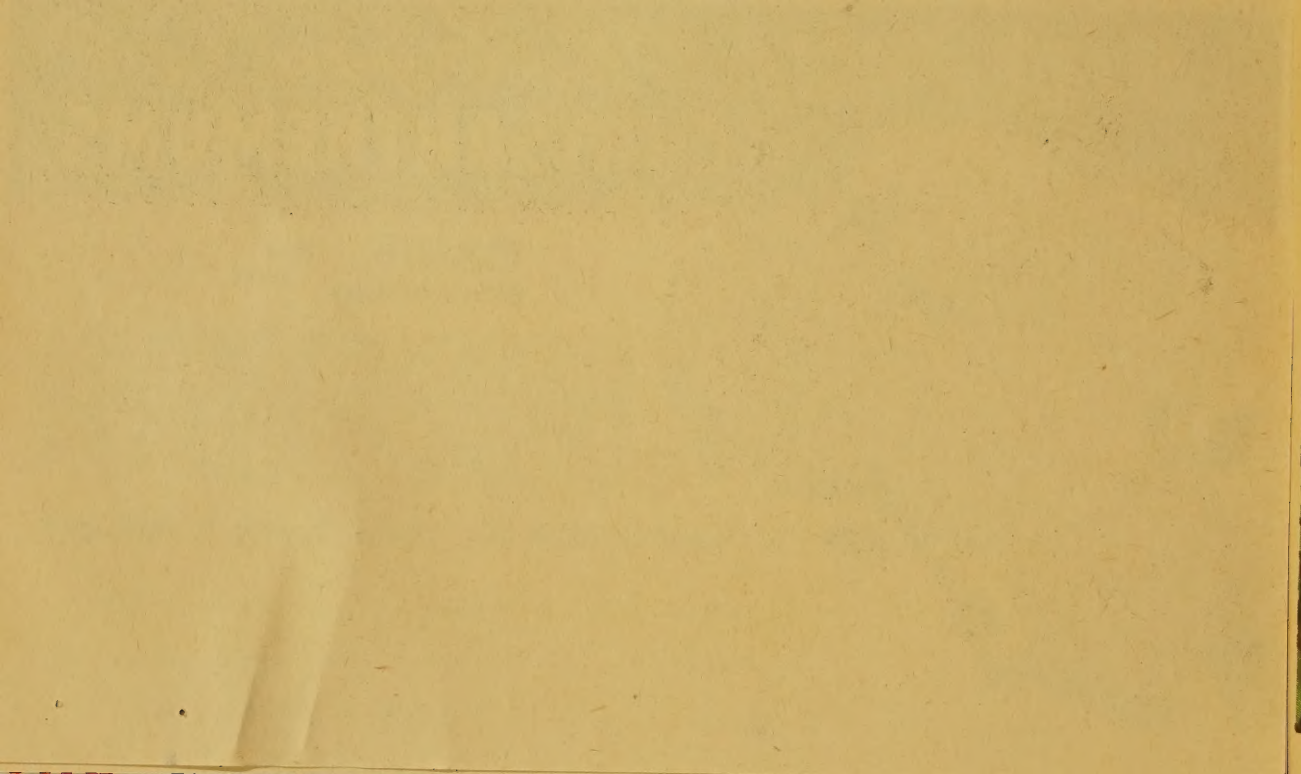
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_









**PEONY SPECIAL**

**HARDY**

# LIFETIME BEAUTIES

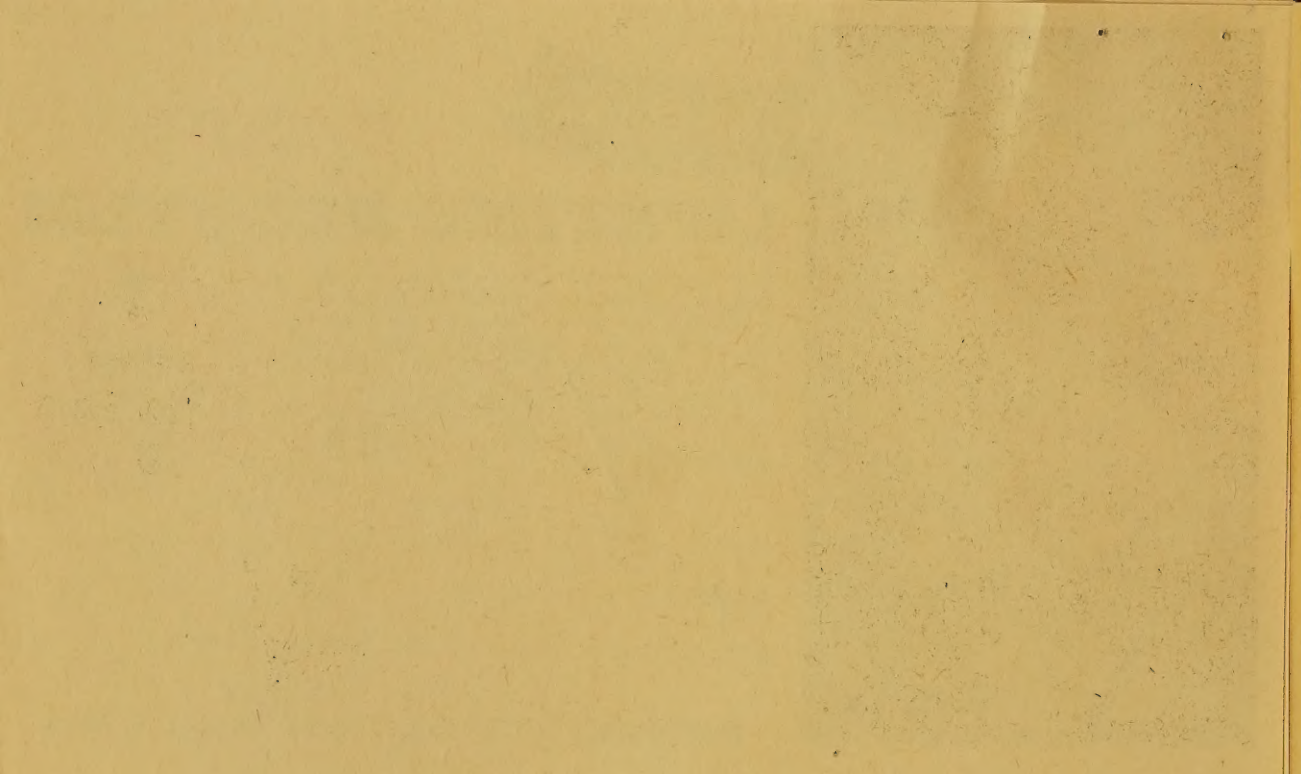
Now you can enjoy the rare beauty and fragrance of America's best-loved flower at a thrilling low price. Gorgeous, prize-winning Peonies that bloom year after year without replanting. They actually improve with age. We guarantee satisfaction or your money back. **ORDER NOW!** We will send you three (3) sturdy, blooming size roots for only \$1.94.

**3**  
roots  
**\$1.94**



NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MICHIGAN BULB CO., Grand Rapids 2, Mich.**







**BRILLIANT**

# MONTBRETIA

*Brings* **BLAZING COLOR** *to your garden!*

Nothing sparks your garden with such flashing color like handsome, blazing star-shaped Montbretias. They fairly burst with brilliant, showy, fiery-orange blossoms. This eye-dazzling, summer-blooming flower grows on spikes 2 to 3 feet high. Order NOW at money-saving coupon price of 25 bulbs for \$1.94. SEND NO MONEY. Pay only \$1.94 plus postage on arrival! Guarantee of satisfaction. Hurry, supply limited!

**25  
BULBS  
ONLY \$1.94**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

FEB 1 - 1955  
U. S. Dept. of Agriculture

PRINTED IN U.S.A.

• MICHIGAN BULB CO. • Grand Rapids 2, Michigan





*Gay and Gorgeous*

# SPARAXIS-

Called the  
"HARLEQUIN FLOWER"

25 \$  
Bulbs  
only **1<sup>87</sup>**

IMPORTED FROM HOLLAND

How gayly colorful! How vividly enchanting can one flower get? Just plant SPARAXIS in your garden, and come spring see how the sparkling yellow, rose, red and purple blossoms of this perennial flower create a wonderland of color, a riot of beauty! Grow easily, multiply quickly. And now this special money-saving offer brings you this delightful garden glory at an unusually low, low price. So send this coupon today! Satisfaction guaranteed or replaced free of extra price.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**MICHIGAN BULB CO. Grand Rapids 2, Michigan**

Printed in U.S.A.





**LOOK!**

# MAGNIFICENT BLOOMING CUSHION MUMS



ASSORTED  
COLORS

May Include: Yellow  
Pink Cushion, Queen,  
Queen, Bronze Queen,  
White Cushion,  
Santa Claus  
Red.

## 10 Vigorous Healthy Plants

Amazing value! Ten (10) assorted cushion Mums, all inspected by Mich. Dept. of Agriculture. Hundreds of stunning flowers the first year. Each plant will develop to bushel basket size . . . and they grow anywhere.

ORDER  
YOUR TEN CHRYSANTHE-  
MUM PLANTS TODAY!  
Satisfaction Guaranteed.

10  
PLANTS  
\$1.69

NAME **FEB 1 - 1955**

ADDRESS **U.S.**

CITY \_\_\_\_\_ ZONE \_\_\_\_\_, STATE \_\_\_\_\_

PRINTED  
IN  
U.S.A.

**MICHIGAN BULB CO.**

**GRAND RAPIDS 2, MICHIGAN**





A GARDEN OF

*Decorative*

IMPORTED FROM HOLLAND

Inspiring beauties, imported for the first time, from Holland, the land of beautiful gardens! Make YOUR garden the envy of the community with these lovely Dahlias. All bulbs are guaranteed blooming size; produce large showy blossoms on plants 3 to 4 ft. tall. Every root has already bloomed in Holland this past season and was personally selected by our own buyer in that country. A rainbow of gay colors with often more than one color in a single flower! And you receive 10 roots at the low price of only \$1.99! Everyone guaranteed to blossom or replaced free of charge! Order now! SEND NO MONEY. Pay only \$1.99 plus C.O.D. postage on arrival of 10 Dahlia! Guaranteed satisfaction or replacement made free of charge.

**MICHIGAN BULB COMPANY**  
Grand Rapids 2, Michigan

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_, STATE \_\_\_\_\_



**DAHLIAS**



**10** ROOTS FOR **\$1<sup>99</sup>**





# Gorgeous Tropical **CANNA**

## **GIVE SPECIAL BORDER EFFECTS!**

Easy-to-grow Canna Roots with their exotic green and bronze foliage will bring brilliant beauty to your garden. This colorful assortment includes the yellow-orange and the scarlet-orange King Humberts, the rose-pink City of Portland and the glowing scarlet of the vigorous President. Bloom from July until first frost on stems 4 to 6 ft. tall. Leaves grow 8 to 10 in. wide. 12 Top-Size Bulbs at the amazing low price of only \$1.98

**SEND NO MONEY.** Just fill in name and address. Mail coupon TODAY. On delivery pay only \$1.98 plus postage. Guarantee of Satisfaction.

**12  
TOP SIZE  
BULBS  
\$1.98**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

**MICHIGAN BULB CO., Grand Rapids 2, Mich.**



U. S. D





**Bargain of the Year! Breath-Taking, Brilliant**

# MEXICAN SHELL FLOWER

GORGEOUS  
COLORS FEW  
FLOWERS CAN MATCH

Bring the unsurpassed color of old Mexico right into your own garden with these matchless Shell Flowers (Tigridia). Bulbs when set out in late spring produce stems 2 to 2½ ft. tall, with several vivid blooms to each stalk, flowering all summer long. Plant in sunny places in back of low-growing flowers or as borders for most eye-catching effect. Combinations of white, yellow, scarlet and orange, spotted with shades of crimson and maroon—12 healthy blooming-size bulbs—now can be yours for only \$1.69, if you hurry and order today. Guaranteed to please

**12 BULBS**

**ONLY**

**\$1.69**

**Send No Money**

Just order  
now. on arrival pay only  
\$1.69 plus  
C.O.D. postage.



**MICHIGAN BULB CO.**

Grand Rapids 2, Mich.



Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





# Amazing New Safe Discovery **STUNTS GRASS GROWTH**

**Just Sprinkle On . . . Roots Get Stronger, Grass  
Gets Greener & Healthier . . . But Growth Stops**

Here is the hard-to-get chemical hormone developed by top chemists you've read about that safely slows down and holds back growth of lawn grass! Just mix amazing MOW-NO-MORE with water and sprinkle wherever grass is difficult to cut. Roots will strengthen and grass will get far greener but growth in length will slow down so only one trimming lasts all year! Also keeps hedges trimmed. You can forget about hard work bending, trimming, sickling or trying to get power mowers in close!

Send order today! Specify whether you want 2 packages of MOW-NO-MORE for only \$1.97 (enough to treat 600 sq. ft.) or 5 packages for \$4.50. But hurry — MOW-NO-MORE is in very short supply! Satisfaction fully guaranteed or money back.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MICHIGAN BULB COMPANY, Grand Rapids 2, Mich.**

Printed in U.S.A.



*Only* **\$1<sup>97</sup>**

☐ 2 for \$1.97  
(enough for 600 sq.  
feet)

☐ 5 for \$4.50  
(enough for 1500 sq.  
feet)





# popular PERENNIALS

**50  
PLANTS  
\$1.94**

## 50 HARDY PLANTS

**\$8.00 to \$10.00 value JUST \$1.94**

Yes, for a small fraction of the usual nursery price, fill your garden with the brilliant beauty and ravishing color of America's favorite flowers! 50 field-grown Perennial Plants, at an astounding low price, guaranteed flowering size. All for the amazingly low cost of less than 4¢ per plant. Your complete selection will be made up of 5 each of 10 of the varieties mentioned above. Because of crop and weather conditions, we cannot always depend on the supply and therefore will make up the 50 Perennials from the 10 best and hardiest varieties listed. A lavish display of gorgeous rainbow hues, a holiday of radiant color throughout Spring and Summer, year in, year out! To avoid disappointment—act at once!

**HERE IS YOUR BARGAIN  
PERENNIAL ASSORTMENT**

- 5 Red Hot Poker    ● 5 Canterbury Bells
- 5 Delphiniums      ● 5 Bue Flax
- 5 Coreopsis        ● 5 Columbines
- 5 Carnations      ● 5 Fox Gloves
- 5 Shasta Daisies   ● 5 Gaillardia
- 5 Veronica Spicata ● 5 Oriental Poppies (scarlet)
- 5 Vervascum        ● 5 Sweet William



Illustrated:  
One of the most popular  
varieties of carnations.

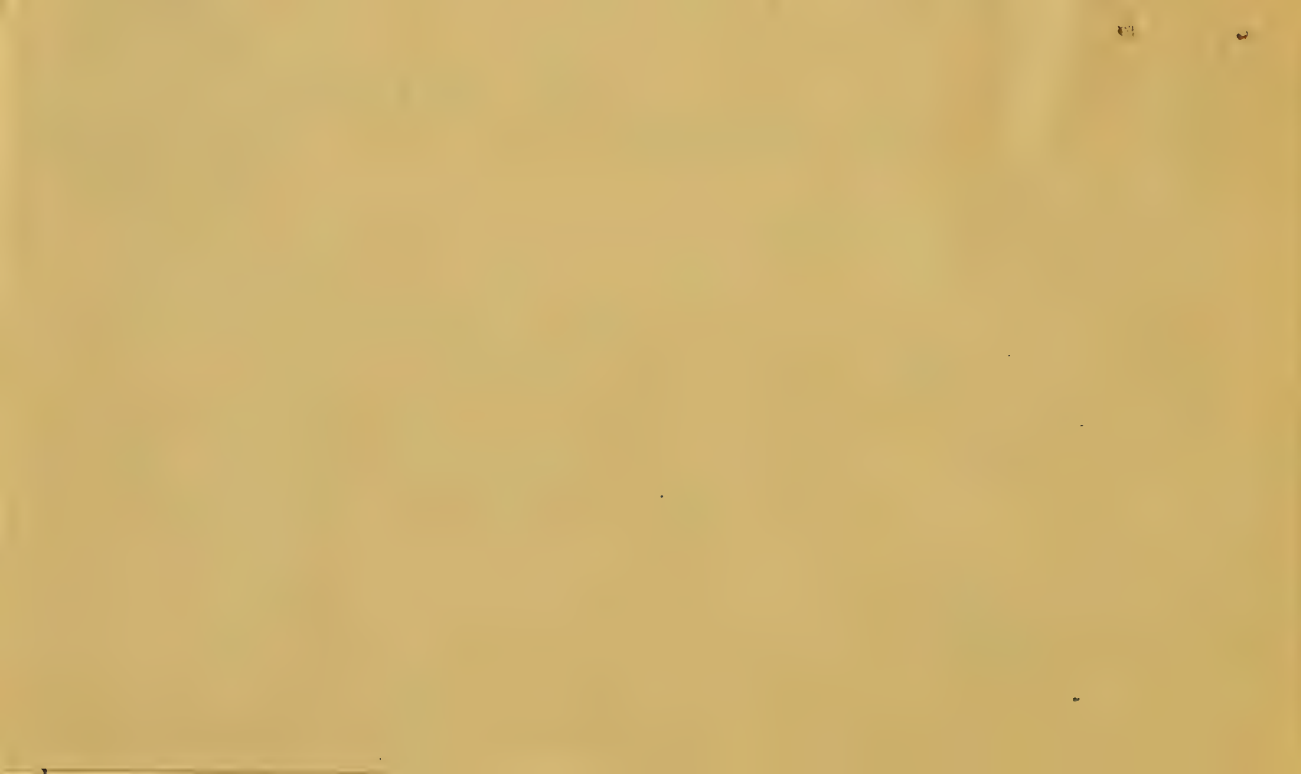
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_, STATE \_\_\_\_\_

**MICHIGAN BULB CO.**

**GRAND RAPIDS 2, MICHIGAN**



*For a Luckier, Lovelier*  
**THE**  
**FOUR LEAF**  
**CLOVER**

**IMPORTED FROM HOLLAND**

Lucky indeed is the garden possessing the bright pink blossoms and masses of green four-leaf-clover shaped leaves of this popular plant! Grow 4 to 6 inches tall—make ideal border plants. And here's your opportunity to purchase 25 guaranteed bulbs at the low, low price of only \$1.49! A rare bargain in beauty that blooms from midsummer until frost. Also, the best bulb to plant in hanging pots for kitchen window. Order NOW! Send No Money. Pay only \$1.49 plus postage on arrival. Guarantee of Satisfaction. Mail this coupon today!

**MICHIGAN BULB COMPANY**  
**Grand Rapids 2, Michigan**



*Garden*  
**A RIOT OF  
GAY PINK  
BLOSSOMS FROM  
MIDSUMMER  
'TIL FROST...**

**25 BULBS  
ONLY \$1.49**

*NAME* \_\_\_\_\_

*ADDRESS* \_\_\_\_\_

*CITY* \_\_\_\_\_ *ZONE* \_\_\_\_\_ *STATE* \_\_\_\_\_

PRINTED IN U.S.A.





# Introducing **RARE** **TROPICAL**

## **SILVER BELLS** (GALTONIA)

**12  
HEALTHY  
BULBS**

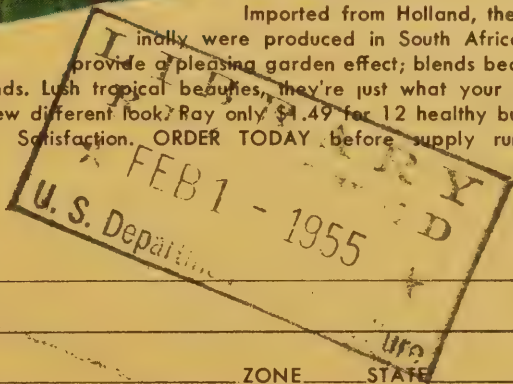
*Only* **\$1.49**

A Beautiful Double-  
Duty Plant for Back-  
grounds, or Contrast

**AT THIS AMAZING  
LOW PRICE!**

Introducing to our customers these Silver Bells (Galtonia). They will bring a welcome mass of silver-white bell shaped flowers on stems that often grow 3 to 4 feet high. Imported from Holland, they orig-

inally were produced in South Africa. They provide a pleasing garden effect; blends beautifully with foregrounds. Lush tropical beauties, they're just what your garden needs for a new different look! Buy only \$1.49 for 12 healthy bulbs, on Guarantee of Satisfaction. **ORDER TODAY** before supply runs out.



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MICHIGAN BULB CO., Grand Rapids 2, Mich.**





*Make Your Garden Excitingly Beautiful*



**PEACOCK  
ORCHIDS**  
(ACIDANTHERA)

**25** BLOOMING  
SIZE BULBS  
**ONLY \$1.95**

**Exotic—Different!  
Very Easy to Grow**

*Plant early spring thru  
late June for beautiful  
blooms this season.*

Truly unique! Now you can grow amazing, rare, orchid-like flowers right in your own yard! These astounding bulbs are imported. They flower into handsome cream yellow blossoms 3" to 4" across and have deep car-

mine throats just like the rare gorgeous Cattleya orchid. Grow 3 to 4 ft. tall.

ORDER TODAY before supply runs out. FRAGRANT! LIKE RARE CATTLEYA ORCHID! The sensation of the Garden World! Be the very first to plant them in your neighborhood.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MICHIGAN BULB CO., Grand Rapids 2, Mich.**



FIRST CLASS

PERMIT No. 1409

Sec. 349, P. L. & R.

GRAND RAPIDS, MICH.

BUSINESS REPLY ENVELOPE

No Postage Stamp Necessary if Mailed in the United States

Postage Will Be Paid by

Michigan Bulb Co.

Grand Rapids 2, Michigan

VIA  
AIR  
MAIL

DEPT. V 2079

*Thank You for Your Order ~*

**IT WILL BE GIVEN IMMEDIATE ATTENTION  
AND WILL BE SHIPPED TO YOU IN TIME  
FOR REGULAR PLANTING**

**HAVE YOU ENCLOSED YOUR BONUS COUPON?**



**MONEY-  
SAVING  
SPECIAL OFFER**

# BONUS COUPON

**Use This Valuable Gift Coupon! Be Sure to Fill Out Completely and Mail with Regular Order—NOW!**

We save labor and packing when you order two or more of our items at one time, and we are glad to pass these extra savings on to you in the form of bonus merchandise that costs you nothing. Put X in proper square below, then put orders and this Bonus Coupon in the same envelope. Your Bonus items, plus your orders, will reach you in plenty of time for Spring planting.

*Just return this coupon with 2 or more order coupons. The more items you order, the more bonus merchandise you receive.*

**FOR BONUS  
PUT X IN PROPER  
SQUARE BELOW**

Your Name.....

Address .....

City .....Zone.....Province.....

☐ **SEND 2 ORDERS AT ONE TIME**  
AND RECEIVE AT NO EXTRA COST

## 6 Brand New Sorrel Bulbs



Perfect for window culture or to enhance the beauty of your garden. Gaily colored blossoms on 6-inch stems above unusual clover-like foliage. Blooms from midsummer until frost.

☐ **SEND 3 ORDERS AT ONE TIME**  
RECEIVE 6 NEW SORREL BULBS PLUS

## 12 Persian Buttercup Bulbs



Bears thick, globular blossoms in wide range of colors. Makes a charming display when planted in middle border locations. Easy to grow; wonderful for cutting. Large, brilliant and showy flowers.

**IF YOU SEND  
4 OR MORE  
ORDERS  
CHECK HERE**

- ☐ Send 4 orders and you receive 12 brand new Sorrel Bulbs and 12 Persian Buttercup Bulbs
- ☐ Send 5 orders and you receive 12 brand new Sorrel Bulbs and 24 Persian Buttercup Bulbs
- ☐ Check here for all orders totaling \$7.00 and more and receive the valuable Surprise Bonus of 100 Anemone Bulbs on coupon below.

**BIG SURPRISE BONUS WITH ALL ORDERS TOTALING \$7.00 OR MORE**

**\$1.98 VALUE FREE — 100 ANEMONE BULBS**



In addition to other bonuses, if your order totals \$7.00 or more, this coupon brings you 100 Imported Anemone Bulbs. Bloom brilliantly in an array of gorgeous rainbow colors in the summer months. Stems up to 12 inches tall.



# FREE OFFER TO FLOWER LOVERS . . .

## 12 MEXICAN SHELL FLOWER BULBS

Flower-of-the-Month, America's fastest growing garden group, now offers a number of FREE memberships to our customers. This nation-wide organization was set up to plan gardens, offer free expert horticultural advice, and supply you with the most sensational flower bargains obtainable. There are only a limited number of memberships available so we suggest you read this announcement carefully and send in your application today. MEMBERSHIP IS FREE. NO MINIMUM NUMBER OF PURCHASES REQUIRED.

### FREE — 12 MEXICAN SHELL FLOWER BULBS

To acquaint Flower Lovers with the wonderful advantages of Flower-of-the-Month we offer 12 MEXICAN SHELL FLOWER BULBS as our GIFT to you. You are under no obligation whatsoever. MEXICAN SHELL FLOWER BULBS are easily grown indoors, and make showy color masses. If you like hanging pots, nothing can excel this popular plant. Can be grown outside too, where it can be planted in the spring for blooms from mid-summer to frost.

### HOW THE FLOWER-OF-THE-MONTH WORKS

You buy flower garden seeds, plants bulbs, shrubs and bushes anyway . . . why not add your purchasing power to that of thousands of other flower lovers in this gigantic nation-wide garden plan. You will often save half and sometimes more. AND YOU WILL SHARE IN THE GARDENING DIVIDENDS! There are no dues . . . Membership in the Flower-of-the-Month costs you nothing more than what you pay for the flower bargains you want, and you pay the lowest price in America on everything you get.

### PICKED BY EXPERTS

Flower-of-the-Month experts make a special timely flower garden selection each month. Only the finest quality is considered and often through volume purchase the entire crop, from this nation and foreign best-known and most reliable growers, is often obtained at rock bottom prices for our members.

### VALUABLE DIVIDEND COUPON EACH MONTH

Not only do members buy their flowers at greatly reduced prices, but with each selection, members receive a dividend coupon worth 50c absolutely without cost to them. As the membership increases, the value of your dividends will increase, too.

### FREE GARDEN NEWS MAGAZINE

Each month we mail you the Garden News which is filled with helpful suggestions for successful gardening including tips from other members. It gives you a complete description of the following selection which you may accept or not.

### COST AS LITTLE AS \$1.00 PER MONTH

Yes, monthly selections often cost as little as \$1.00. At this low price, only 3c per day, you can have beautiful flower blooms, indoors and outside, summer and winter, all year long. And you will have the satisfaction of developing these flowers yourself to the envy and amazement of your friends with a new beauty in your home and garden.

### CONVINCE YOURSELF

Mail in the application today and let the low cost and amazing quality of the flowers, bushes and shrubs you receive convince you that the Flower-of-the-Month is the best way to make your garden the show place of your neighborhood with little expense to you. Remember, you buy only the garden stock (bulbs, plants, shrubs, etc.) you want. No minimum number of purchases a year is required.

### FILL IN THIS FREE MEMBERSHIP APPLICATION

FLOWER-OF-THE-MONTH, Dept. MBC

Grand Rapids 2, Michigan

Please enroll me as a member and send me the FREE GIFT of the 12 MEXICAN SHELL FLOWER bulbs as described above. I understand that I will be notified each month what the following month's selection is to be. If for any reason I do not want that selection I may send a postcard (supplied by Flower-of-the-Month) notifying them to that effect and the selection will not be mailed. I am under no obligation to purchase a minimum number of selections and I may cancel my membership at any time. All merchandise is guaranteed and I may return within 10 days if not satisfied. I am to receive a Dividend Coupon worth 50c with each selection. Also, I am to become eligible for extra privileges, garden advice and all other benefits of membership including the magazine called "Garden News" which will be sent each month without extra cost.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



2A 3/7/71 RA 12:00  
HYDROM 449 30.10

432305 Y 3287432

19850121 23143134



*World Famous Varieties*

# GLADIOLUS

MANY

IMPORTED FROM HOLLAND

**YOUR CHOICE OF  
SOLID COLORS OR**

**RAINBOW MIX VARIETIES**

Here is a money-saving coupon offer of Gladiolus bulbs (not bulblets) to brighten your garden with their vibrant colors and graceful beauty. Many are IMPORTED FROM HOLLAND and all are blooming size. However, the large bulbs produce higher stalks and more flowers per stalk.

You have your choice of 3 wonderful selections of Rainbow Mix Varieties in glorious mixtures of pink, red, white, orange and yellow. They truly will add a blaze of color to your Summer garden.

The best offer this year is a selection of solid colors in 5 different glorious shades. These are IMPORTED FROM HOLLAND, medium size mature bulbs and were personally selected by our own representative when he was in the Netherlands last Spring. These are the size recommended by the Dutch grower as being best for home gardeners. As a matter of fact, they are "cream of the crop" and Dutch growers plant this size in their own yards for best results. You have your choice of red, purple, white, pink and yellow—25 bulbs of any color for the amazing low price of only \$1.25. Or, if you want a variety of color, you can order 25 bulbs of each color (125 bulbs in all) for only \$4.98. An amazing bargain offer. Plant Gladiolus bulbs every two weeks and have flowers continually until Fall.

**LIMITED SUPPLY THIS YEAR** Due to almost a 90% crop failure of Gladiolus in Holland this past season, the supply is very limited, so be sure to mark your selection and mail this coupon today.



**CHECK YOUR SELECTIONS OF  
THE BULBS YOU WANT AND  
MAIL YOUR ORDER TODAY**

## MIXED COLORS

- ☐ 100 RAINBOW MIX GLADIOLUS (small size).....\$1.69
- ☐ 100 RAINBOW MIX GLADIOLUS (medium size).....\$1.98
- ☐ 50 RAINBOW MIX GLADIOLUS (large size).....\$2.98

## SOLID COLORS

- ☐ 25 IMPORTED HOLLAND GLADIOLUS (Solid Red).....\$1.25
- ☐ 25 IMPORTED HOLLAND GLADIOLUS (Solid Yellow) ..\$1.25
- ☐ 25 IMPORTED HOLLAND GLADIOLUS (Solid White)...\$1.25
- ☐ 25 IMPORTED HOLLAND GLADIOLUS (Solid Pink) ....\$1.25
- ☐ 25 IMPORTED HOLLAND GLADIOLUS (Solid Purple)...\$1.25
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